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Review

Inside Information

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INSIDE THIS "INSIDE"

Page

University of Arizona looking for head of Ag Communications Dept., plus two...	1
USDA News Division seeking an additional public affairs specialist.....	1
New ERS rural development periodical tops original expectations.....	2
Last "hot metal" linotype machine removed from Government Printing Office.....	2
President names Georgian as 21st Public Printer of the United States.....	2
Vermont Extension Service celebrates 30 years of "Across the Fence" show.....	3
USDA Photography Division is considering start of roundtable discussions.....	3
Smithsonian Institution seeking wider audience among minorities.....	3
Veteran USDA public affairs specialist assigned as USDA "AGa.m." editor.....	4
USDA public affairs specialist tracks down ill-founded rumor about farmer.....	4

ARIZONA WANTS COMMUNICATORS

Three positions are open in the Agricultural Communications Department of the University of Arizona.

Topping the list is the department head, the department coordinator, which requires a candidate to have a bachelor's degree plus post graduate work and eight years as a working journalist.

Three of those eight years must have involved personnel management, program direction and administration. Applications for that post must begin by March 29.

The other two openings are multimedia slots which require a bachelor's degree and at least two years experience in writing, editing multimedia production (video/audio/print), and photography. Applications for those posts must be in by April 2.

Details are available from Donna Powers, Dialcom electronic mailbox AGS200. Her telephone number is (602) 621-3885.

NEWS DIVISION SEEKS PUBLIC AFFAIRS SPECIALIST

The News Division in USDA's Office of Information will be advertising soon for a public affairs specialist at the GS-9 to GS-12 level, reports Jim Lafferty, division chief.

The job will involve editing and clearing USDA agency news releases. There is potential for promotion.

Those interested should contact Lafferty at (202) 447-4026. His Dialcom electronic mailbox is AGR004.

NEW PERIODICAL TOPS EXPECTATIONS

When the Economic Research Service of USDA decided to publish its three-times-a-year "Rural Development Perspectives," it hoped to achieve a paid circulation of 500 within a year.

They're over the top in five months. At last report, says Tom McDonald, managing editor, subscriptions had hit 550--and only the second issue has come off the press.

Beth Walter Honadle, executive editor, states the purpose of the periodical: "'Rural Development Perspectives' aims to translate the results of social science into interesting and informative articles for all who are interested in fashioning a better rural America."

Volume 1, Issue 1 in October, 1984, headlined these features on the cover: "Rural Infrastructures: How Much? How Good?" "Creating Jobs for Rural America" and "Moving to the Country for a Better Life."

The February, 1985, issue just off the press, features four short articles on farm women, two articles on newcomers from the city, still another on retirees, and another on the job-creating potential of small businesses. One article looks at 240 persistently low-income counties, and how they have fared through the Seventies.

Subscriptions are available through the Superintendent of Documents at \$10 a year.

HOT METAL PHASED OUT AT GPO

The U.S. Government Printing Office installed its first linotype machine in its building on North Capital Street in Washington, D.C., in 1904.

Now they've taken the last one out.

As of Feb. 28, the GPO is out of hot metal services.

All of the hot metal equipment has been replaced by photocomposition. Employees have been retrained. The transition took 10 years.

GPO says that "if your agency has any work requiring hot metal services, you should make other arrangements as soon as possible" through GPO. What kind of work requires hot metal services? Well, says a GPO spokesperson, something to be composed in a foreign language might require hot type if the characters are not available in photocomposition.

PRESIDENT NAMES PUBLIC PRINTER

President Reagan named Ralph E. Kennickell, Jr., as 21st Public Printer of the United States in a recess appointment made December 11.

Before his selection to head the Government Printing Office, the 39-year-old Kennickell served at both the Treasury Department and the Small Business Administration.

A native of Savannah, Ga., the new Public Printer went to work in 1971 for the Kennickell Printing Company, a firm family-owned since 1892. During his years with the family firm, the company won numerous honors for graphic design and advertising excellence.

VERMONT CELEBRATES 30 YEARS 'ACROSS THE FENCE'

Back on Valentine's Day, 1955, the University of Vermont Extension Service opened a farm and home show on television that was destined to become what those folks believe is the longest continuously running farm show in the nation, "Across the Fence."

The crew just celebrated its 30th anniversary.

"Fence" is seen 5 days a week on WCAX-TV.

More than 7,800 shows have been produced--the air time equivalent of three months of around-the-clock broadcasting.

Five people responsible for the three decades of farm and home television programming gathered for a special broadcast to reminisce and share anecdotes. They were Lyn Jarvis, the current producer; Tony Adams, the current host; Lloyd Williams, the first host/producer; Karin Kristiansson, producer from 1956 to 1975, and Joel Chandler, the host from 1956 to 1965.

USDA's Radio & Television Division produced a national weekly half-hour show called "Across the Fence" from the early Sixties to October, 1976, then changed its name to "A Better Way," and kept on going. It's still on the air, too.

PHOTOGRAPHERS CONSIDER ROUNDTABLE

To improve USDA's photography program, to heighten an awareness of the value of still pictures at the professional level--these are some of the reasons the Photography Division of USDA's Office of Information is considering the start of a photography roundtable in the near future.

"There are some spiffy photography programs in some USDA agencies," explained Russell Forte, public affairs specialist in the Photography Division. "We hope they will be willing to share their ideas with others."

Forte envisions regular, though unstructured meetings, with such agenda items as critiques of projects underway or just completed, the potential uses of both black and white photography and color photography, and how to illustrate a public service announcement for television. The group would decide the agenda, Forte said.

Anyone in USDA who can or should use photos in their work may contact Forte at (202) 382-8903, if he or she is interested in attending such meetings.

SMITHSONIAN SEEKS WIDER MINORITY AUDIENCE

Why don't more Hispanics and other minorities visit the museums of the Smithsonian Institution in Washington, D.C.?

That's the question that will be addressed at the March 19 meeting of HACE, a USDA employee organization for Hispanics and friends.

Phil Villa-Lobos, public affairs specialist in the News Division of USDA's Office of Information, is president of HACE and a member of the Smithsonian Institution's committee for a wider audience. As such, he invited a co-chair of the committee, Edward F. Rivinis, senior science editor of the Smithsonian Press, to address the group.

The HACE meeting, open to all, will be from 11:30 a.m. to 1 p.m. in Room 1331-S in USDA's South Building.

'AG A.M. GETS A NEW EDITOR

Clay Napier, public affairs specialist with the News Division of USDA's Office of Information, has taken over the editorship of "AGa.m.," a daily summary of agricultural news being run by the newswire services and major daily newspapers.

Napier had 12 years of experience as an information specialist at the University of Arizona before joining USDA's Office of Information in 1975. He also spent 11 years as a writer, editor and columnist with daily newspapers, mostly in the Southwest.

Such experience enables Napier to judge the next day's major stories before he leaves the office each day. He is constantly scanning the wire stories available electronically through computer services of ITT Dialcom Inc., both in his office and on a terminal at home. His wife, Betty, has caught the bug, too, Napier says, and now knows more about the computer than he does.

In order to have the two-page news summary available to USDA's top policy makers before the Secretary's 8:30 a.m. senior staff meeting each work day, Napier downloads the wire stories at home and scans them before leaving for the office at 5:30 a.m.

"AGa.m." is available on USDA's electronic information service, "USDA Online," at about the same time it hits the Secretary's Office. Printed copies are also available shortly afterward at the News Division office.

Napier also is editor of the "Farm Paper Letter," a weekly newsletter also published by the News Division and available electronically on "USDA Online."

INFILTRATION HUNTED; NOT FOUND

It goes with the job.

There was a rumor that CBS had reported that some Nazi group and the Posse Comitatus had infiltrated the American Agriculture Movement, as it organized a march of farmers on Washington, D.C. Could the News Division of USDA's Office of Information verify the rumor?

Marci Hilt, public affairs specialist in the News Division, has a way of getting dubs from the networks under less hurried conditions, but she resorted to a special dubbing service this time to save time. Requesting help from Radio-TV Monitoring Service, Inc., in Washington, D.C., she got the dub within a few hours.

The result: No mention of farmers in the piece. Rumor spiked.

Larry Quinn, chief of USDA's Video & Film Division, will dub specified shows for Washington-area USDA folks for a fee, if he is notified in advance.

Quinn also has a set-up whereby USDA agencies may view shows live on monitors in Room 1605-South. He can bring in telecasts from all the local major stations, plus C-Span and Cable News Network.

Hilt, on the other hand, is not seeking an increase in requests for her skills in finding dubs.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGRO09 mailbox on the Dialcom system, or call (202) 447-7454.

